ABC Packaging
Artwork Set-Up and Submission Guide

Please create your files in the following manner so we can work with your files quickly and ensure all elements are correct.
By following the below guidelines, errors are avoided and we can better meet your project deadlines and delivery.

ILLUSTRATOR & PHOTOSHOP FILES:

All art files must be Adobe Illustrator files. You may use Photoshop to create your packaging, however, they must be placed in an Illustrator file as a linked image. All linked files must be provided (tif, jpeg, psd, eps, etc.) If you are unable, we can move your Photoshop files to Illustrator for you. Please make sure your files are no higher than 300 dpi and CMYK.

Please note that moving a file from Photoshop to Illustrator sometimes yields less than desirable results.

PDFs:

PDF files saved out of Illustrator can be accepted for artwork submission. Please outline all text and when saving use the save settings "PRESERVE ILLUSTRATOR EDITING CAPABILITIES" and "CREATE ACROBAT LAYERS FROM TOP LEVEL LAYERS."

EPS FILES:

EPS files saved out of Illustrator, Photoshop and Indesign can be accepted. For each program different save settings are needed.

Photoshop: Please check "LAYERS" and "SPOT COLORS"' in the save settings.
Illustrator: Please check "USE ARTBOARDS" in save settings and "LINKED FILES" and "EMBED FONTS" in the EPS Options menu.
InDesign: Please Export with standard settings.

FONTS:

All fonts must be outlined. If you unable to edit the text of your artwork, we will need you to supply a file with live text and all the fonts that were used to create the file.

PANTONE COLORS:

Pantone colors must be identified in the swatches panel. The color book, Pantone + Solid Coated should be used in any instance that a pantone is called out. Pantones correctly named will appear as PANTONE 377 C, Pantone Purple C, etc. Pantones from other color books or not correctly named may result in inaccurate color output.

DIELINES:

Dielines must be provided on a seperate layer in the file. Please leave all measurements and any seam, zipper, tear notch indications on the dieline. We are happy to provide you with any size template that you need. If you do not have the capabilities to place your artwork on a template, we can place it for you.

WHITE INK ON CLEAR OR METALLIC SUBSTRATES:

Please indicate white ink on a separate layer or artboard of the art file. Please label it white. Clear also needs to be indicated on clear substrates. If using a Metallic substrate, please indicate which areas you would like Metallic to show through as clear. Please place all clear elements on a seperate layer or artboard labeled clear in any filled with the color of you choice. Reference FAQs and Tips for an example of setup.

METALLIC COLORS:

Similar to the white ink set up, please provide a separate layer labeled Metallic which indicates where the metallic color will be located. Reference FAQs and Tips for an example of setup.

SPOT GLOSS/SPOT MATTE

Similar to White Ink and Metallic Ink set up, please provide a separate layer labeled Gloss or Matte, which indicates where the Gloss or Matte areas will be located. Reference FAQs and Tips for an example of setup.

IMAGE RESOLUTION:

Photographic images in the file should have a dpi/ppi of no more or less than 300 dpi/ppi. This keeps the file size small and ensures that you have a high quality print. Please either embed the images or provide a link folder with the images linked in the document.

FILE SUBMISSION:

We accept files submitted to us in a number of ways. They can be attached to an email, sent through dropbox, hightail or another file sharing website. We also have a secure FTP client for use for file uploading. Please contact us if you have a large file and would like to use the FTP site to upload your file. We have a detailed document that describes how to use the FTP site, we will gladly provide you with.

FILE UPLOADING:

Uploading large files or multiple files can take some time depending on the file size. To reduce the upload times, make sure you are not uploading duplicate files or unnecessary files. Compressing your artwork can save time. Multiple Illustrator designs may contain the same Photoshop linked images, grouping them in one folder can reduce the amount of files you have to upload, reducing the upload time.

Artwork Set-Up Tips and F.A.Q.s

FILE NAMES:

Please name your file(s) with your company/product name and the date, i.e. Your_Company_Best_Trail_Mix_9-22-2015.ai
This will ensure maximum efficiency and accuracy when working with your file(s). Adobe Illustrator CS5 files preferred.

2 MM BORDER:

Please be aware that upon reviewing your art, our production plant may require you to add a 2 mm border to the left and right sides of your pouch art (inset from the cut edge of the pouch), particularly if your pouch's background is not a consistent color. This border may be a solid color found within your art, or white, or the base material of the pouch (metallic or clear). This 2 mm border allows compensation for any slight shifting of the pouches as they are produced on our high-speed lines, and guarantees consistent and quality pouches every time. Your Project Manager will let you know if your art needs the border.

CLEAR WINDOWS:

Clear windows should be indicated on a separate layer in a bright color that is not found in your artwork, typically Magenta 100% or Cyan 100%, with the words "Clear Window" in the window shape.

SPOT COLORS:

Please be aware that artwork designed to print in CMYK may require additional PMS spot cylinders to print correctly on pouch film. Small text and graphics cannot be printed in process colors and will be printed in spot colors to ensure quality and legibility that would be compromised to mis-registration. It is highly recommended that spot colors be used whenever possible. Choose PMS colors from the Pantone Solid Coated Plus swatch library. If you need help choosing spot PMS colors we can assist you. Process colors work well for photographic images.

BARCODES:

Vector formats work best for barcodes. For more information, please refer to
http://www.standuppouches.net/blog/barcode-specs?hs_preview=vHEW93KF-2368438852
As long as you provide the complete UPC number and put a UPC placeholder on your artwork file, our plant can generate and test your specific barcode.

# Artwork Set-Up Tips and F.A.Q.s (continued)

KNOCK-OUTS:

Knock-out areas (other than clear windows) should be indicated on a separate artboard in your file which (usually) represents the white under-printing cylinder.* Indicate those areas that do not require white under-printing (the areas that "knock-out" to the substrate of the pouch) as being subtracted from the white print area; on this artboard, the white ink is indicated as a solid color. (See example below.)

NOTE: The white cylinder is omitted in certain circumstances, such as on a metallic pouch when the appearance of colored metallic inks is desired and there are no areas of white ink on the pouch.

MATTE/GLOSS VARNISH AREAS:

Matte or gloss varnishes should be indicated on a separate artboard in your file which represents the varnish cylinder. Indicate the shapes/areas to be coated. (See example below.)
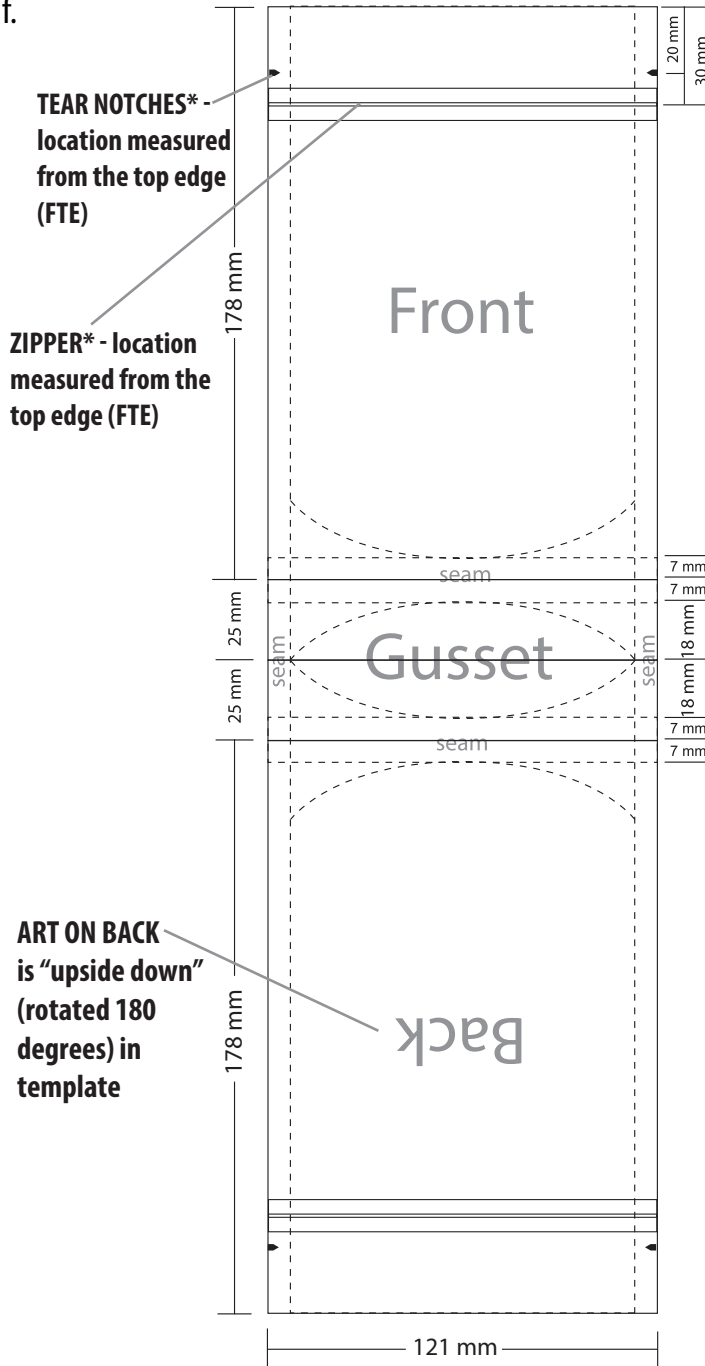
White

Knocks-out to pouch material (clear or metallic)

KNOCK-OUT ARTBOARD
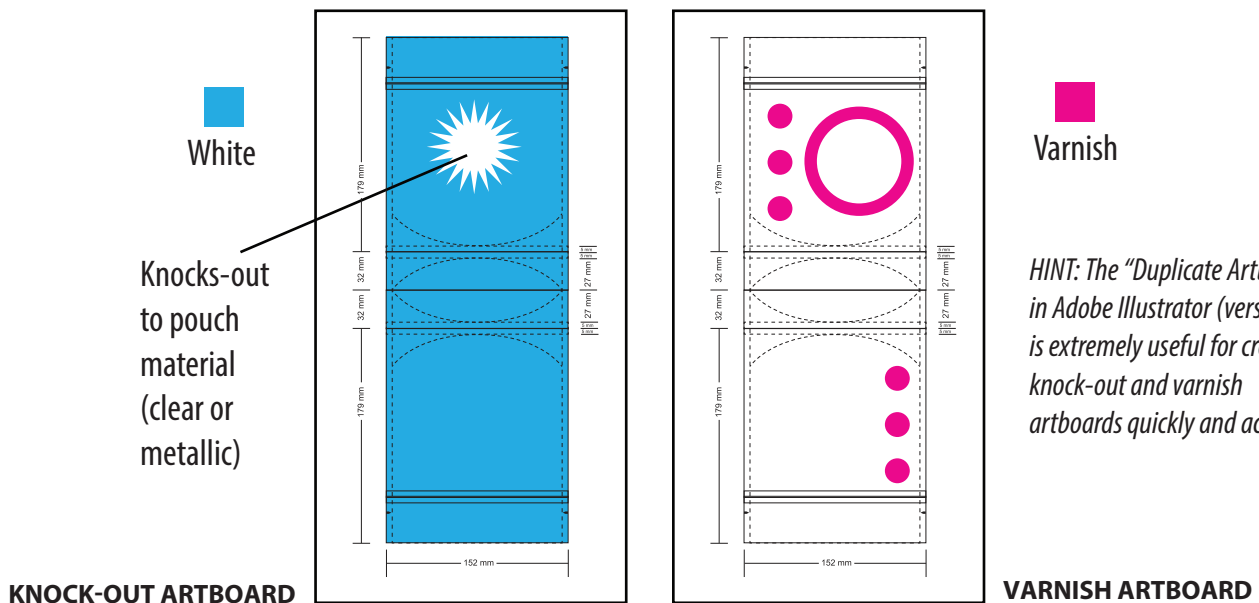
Varnish

HINT: The "Duplicate Artboard" feature in Adobe Illustrator (versions 4.0 +) is extremely useful for creating knock-out and varnish artboards quickly and accurately.

VARNISH ARTBOARD

Template Types and Usage

NOTE: FOR THE STAND-UP POUCH DESIGNS ON THIS PAGE, THE GUSSET IS THE BOTTOM OF THE POUCH.

ROUND/BARREL-SHAPED GUSSET:

This style pouch has a rounded bottom so this bag can stand up on a shelf.

TEAR NOTCHES* - location measured from the top edge (FTE)

ZIPPER* - location measured from the top edge (FTE)

20 mm
30 mm
178 mm

Front

seam
25 mm
25 mm

seam   Gusset   seam

7 mm
7 mm
18 mm
18 mm
18 mm
7 mm
7 mm

seam

ART ON BACK is "upside down" (rotated 180 degrees) in template

Back

178 mm

121 mm

FLAT POUCH

This style pouch has no gusset, just front and back sides.

20 mm
76 mm

Front

5 mm
5 mm

76 mm

Back

63.5 mm

K-STLYE:

This style pouch has a rectangular bottom so this bag can stand up on a shelf.

25 mm
38

200 mm

Front

40 mm
40 mm

Gusset

35 mm
35 mm

200 mm

Back

130 mm

PLOW STYLE:

This style pouch has a rectangular bottom so this bag can stand up on a shelf. Unlike the round/barrel or K-style, there are no seams in this gusset.

178 mm
38.8 mm

Front

45 mm
45 mm
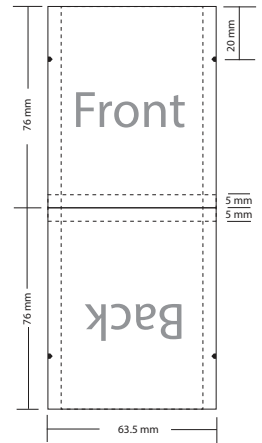
Gusset

38 mm
38 mm

Back

178 mm

*ZIPPERS AND TEAR NOTCHES

Zippers (ziplock) can be placed anywhere to fit the needs of your design or your co-packer's requirements.

Tear notches can also be moved and placed to fit the needs of your design or your co-packer's requirements. You can choose from one or two notches. You may modify the template yourself or ask your Project Manager if you need your template adjusted.
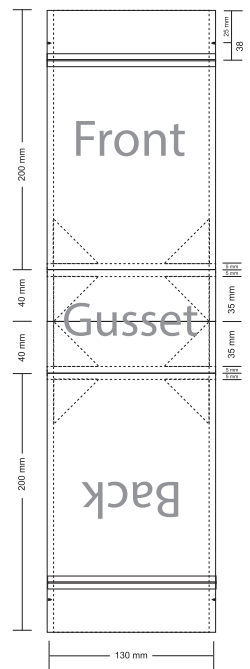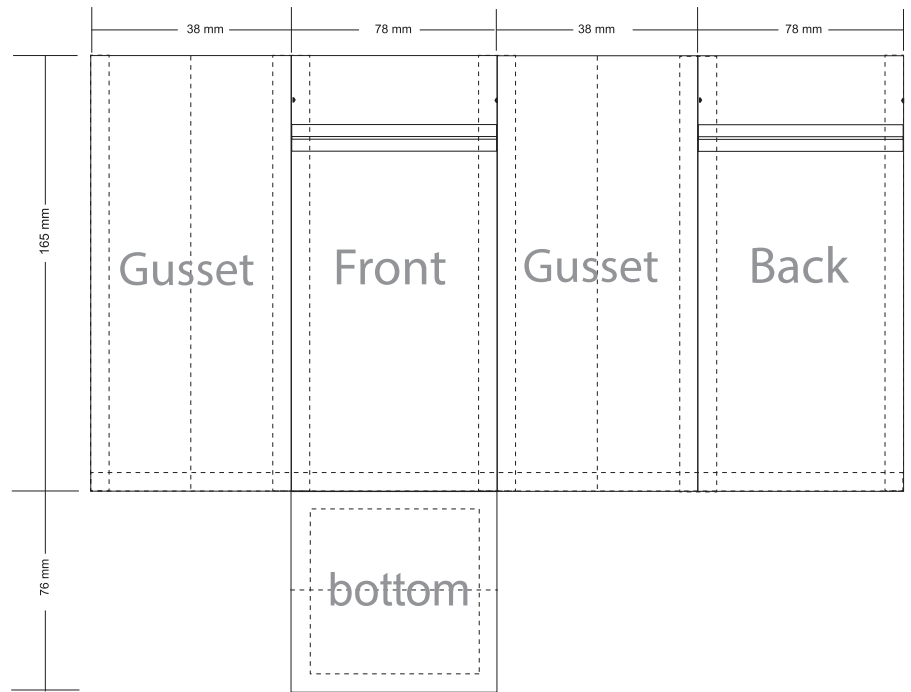
Template Types and Usage (continued)

SIDE GUSSET BOX STYLE:

This style pouch has a flat bottom panel and two gusset panels on each side.
(All art on this template is right side up.)

38 mm · 78 mm · 38 mm · 78 mm

165 mm

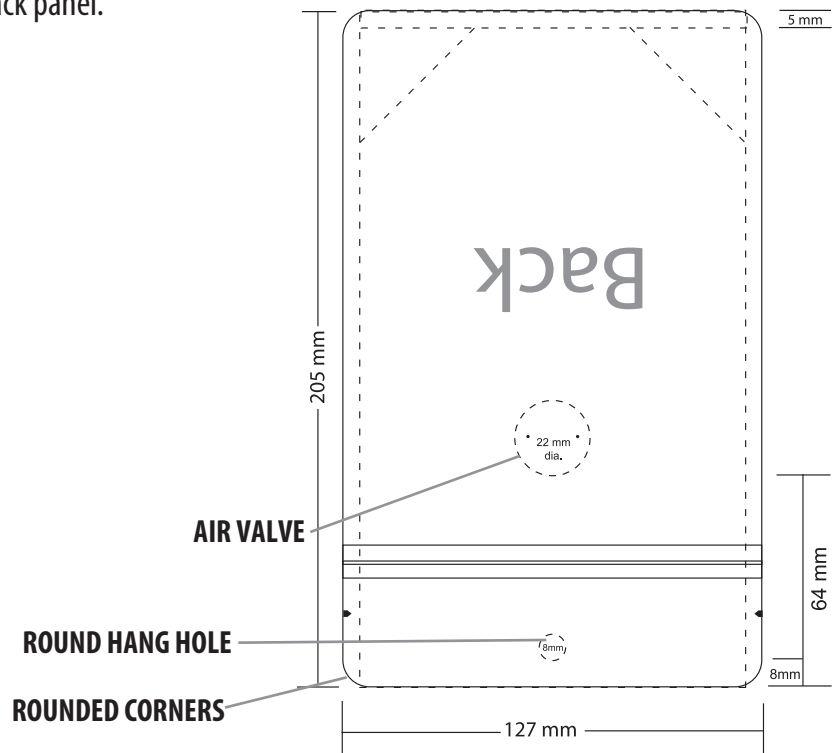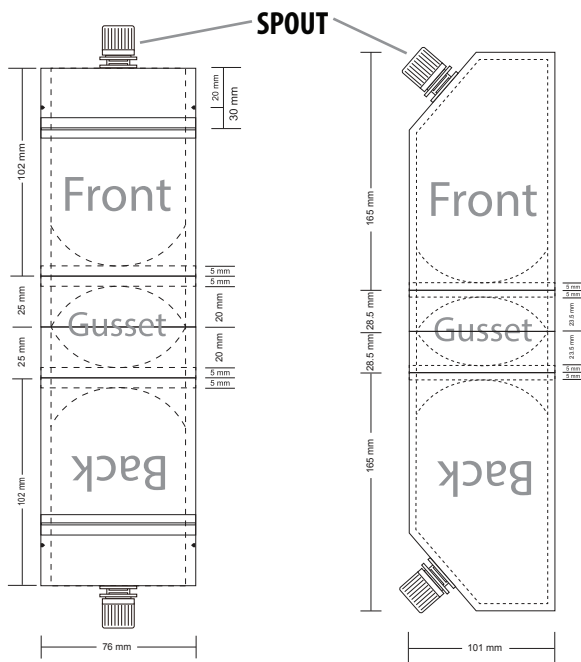76 mm

Gusset · Front · Gusset · Back

bottom

ADDITIONAL FEATURES: SPOUT, HANG HOLE, AND AIR VALVE

Spouts can be added to the top of a pouch, or come off from the side at an angle.

Hang hole can be an 8 mm round hole, or a "sombrero" shape.

An air valve can be added to your pouch, usually on the back panel.

SPOUT

20 mm
30 mm
102 mm

Front

5 mm
5 mm

25 mm
20 mm
25 mm
Gusset
20 mm

5 mm
5 mm

Back
102 mm

76 mm

165 mm

Front

5 mm
5 mm
28.5 mm / 28.5 mm
20 mm

Gusset
28.5 mm
28.5 mm

5 mm
5 mm

165 mm
Back

101 mm

5 mm

Back

205 mm

22 mm dia.

AIR VALVE

ROUND HANG HOLE — 8mm

ROUNDED CORNERS

64 mm

8mm

127 mm

ROUNDED CORNERS

Pouches can be made with rounded corners. Let your Project Manager know if you need a template showing rounded corners.